

## A Brand Dilemma

Mr. Rajesh, MD of Marva Suiting Pvt. Ltd. is worried about the future plans of the company. Some time back he decided to bring his brand "lecon" in India with Mr. Tariq ( Owner of Silco Sutings).

Silco as an umbrella brand spread in the student uniforms, suiting and shirting. On the other hand luxuri is a strong competitor of Silco on the suiting side. Silco is a well reputed company. It has launched kids uniform one year back .Silco had been started in 1979 by a tailor. Luxuri is the solo brand of Vadia Private Ltd. Who has entered in the market in 1990 to en-cash the opportunity of changing life style and disposable income of Merrut city.

When Mr. Rajesh gave a thought to enter into the Merrut market .he decided to come with Silco who buy the cloths from different textile mills and do stitching on a standard formats.

On the other hand VPL did it another way they buy the ready made clothes and sell them as branded clothing under Luxuri brand. Two months back luxury started unit an event endorsed by Saif Ali khan and introduced luxury classic and luxury premium. VPL also emphasized on excellent packaging and also promoted their clothing on website ( [www.Luxuri.com](http://www.Luxuri.com) ) . Total market is of 1000 people for premium and middle level class. Silco is has nearly 600 market penetration with Luxuri on 100 as its market penetration.

The recent market shuffling rooted the worries in the mind of Mr. Rajesh. With over all effect Luxuri Classic is able to acquire 20 % non-consumers and Luxuri Premium attracted 30 % of Silco's consumers. VPL also lost 10% of consumers to Silco. Mr. Rajesh is worried about the next happening of market.

How can you help Mr. Rajesh as a brand strategist to get to a decision?